

Message Text

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15

ACTION EB-07

INFO OCT-01 ARA-10 ISO-00 CIAE-00 COME-00 INR-07 LAB-04

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R 112205Z MAR 76

FM AMEMBASSY SAN SALVADOR

TO SECSTATE WASHDC 555

INFO AMEMBASSY SAN JOSE

AMEMBASSY GUATEMALA

AMEMBASSY TEGUCIGALPA

AMEMBASSY MANAGUA

AMEMBASSY PANAMA

UNCLAS SAN SALVADOR 1242

E.O. 11652: N/A

TAGS: ETRD, ES

SUBJECT: GSP SEMINAR

REF: (A) 75 STATE 303308 (B) 75 STATE 302073 (C) 75 STATE

287005 (D) 75 SAN SALVADOR 5022 (E) 75 STATE 289358

1. UNDER GUIDELINES ESTABLISHED REFTEL E, EMBASSY WITH CO-
OPERATION AMERICAN CHAMBER OF COMMERCE ORGANIZED LUNCHEON SEM-
INAR MARCH 5 TO EXPLAIN GSP TO LOCAL BUSINESS COMMUNITY.

DRAWING ON BACKGROUND MATERIAL REFTELS A AND B, CHIEF
EMBASSY ECONOMIC/COMMERCIAL SECTION GAVE 25 MINUTE EXPLANATORY
BRIEFING IN SPANISH DEFINING AND EXPLAINING WORKING OF GSP.

USIS ACTIVELY COOPERATED BY ASSISTING IN TRANSLATING PRESENTATION
AND BY PROVIDING AUDIO-VISUAL MATERIAL. MEMBERS OF EL SALVADOR-
AN CHAMBER OF COMMERCE, EL SALVADORAN
INDUSTRIAL ASSOCIATION AND GOES OFFICIALS WERE
INVITED.

2. TURNOUT OF 105 WAS LARGEST GATHERING FOR ANY AMERICAN
CHAMBER LUNCHEON. IN ATTENDANCE WERE MINISTERS OF FINANCE,
ECONOMY AND SUBSECRETARIES OF FOREIGN AFFAIRS AND ECONOMY. RE-
CEPTION BY LOCAL BUSINESS COMMUNITY WAS VERY ENTHUSIASTIC AND
QUESTION AND ANSWER SESSION AFTER BRIEFING DEMONSTRATED

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KEEN INTEREST IN GSP.

3. GSP IS PRESENTLY VIEWED IN EL SALVADOR AS A POSITIVE AND CONCRETE STEP BY U.S. TO ASSIST EL SALVADOR IN INCREASING ITS EXPORTS. TO CONTINUE THIS MOMENTUM, EMBASSY STRONGLY RECOMMENDS THAT THE FOLLOWING STEPS BE TAKEN:

(A) 60-65 PAGE BOOKLET OFFERED IN STATE REFTEL C AND RECOMMENDED BY SAN SALVADOR REFTEL D SHOULD BE PROVIDED AS SOON AS POSSIBLE IN SUFFICIENT QUANTITY TO SATURATE PRIVATE SECTOR.

(B) VISIT OF GSP EXPERT SUGGESTED REFTEL E WOULD BE USEFUL FOLLOW-UP TO NECESSARILY GENERAL PRESENTATION ALREADY MADE. EMBASSY WOULD PLAN TO PROGRAM HIM FOR TECHNICAL, WORKING SESSION PRESENTATIONS TO RELATIVELY SMALL GROUPS OF INTERESTED, SERIOUS EXPORTERS AS WELL AS GOES OFFICIALS DIRECTLY CONCERNED WITH GSP. WE BELIEVE GOOD SPANISH WOULD BE NECESSARY IF PROGRAM IS TO BE SUCCESSFUL.

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